



Overview and Job Description: Territory Manager – Germany

Salary	€33,000 to €38,000 depending on experience
Bonus	Bonus offered
Pension	Yes
Car	Provided
Location	Germany

1. General Information

Nimrod Veterinary Products Ltd was founded in 2007 by David Renney, a veterinary surgeon with a particular interest in farm-animal and equine medicine and many years experience in the veterinary pharmaceutical industry.

Nimrod is a small but fast-growing family company specializing in working with vets to improve productivity, performance, and welfare of farm animals, poultry and horses. It is based in the UK but sells in many overseas markets and has recently established its European operation in the Netherlands. Working with partners around the world, it seeks out new ideas, technologies and products for specialist horse, cattle and poultry vets. Nimrod is the market leader in fluid therapy and clinical nutrition for adult cattle.

Nimrod now wishes to strengthen its activities in Germany by appointing a Territory Manager. The role is an opportunity for an ambitious vet who wishes to use his or her veterinary knowledge in a commercial environment.

2. Overview of the Role

The role of this post will be to promote and sell Nimrod's products in Germany focusing on establishing the SELEKT brand for fluid therapy. The postholder will be responsible for sales of Nimrod's products to veterinary practices in the territory and for implementing marketing initiatives. The postholder will report to and be supported by the European Manager in the Netherlands and will also be supported by a highly professional team based in the UK. The position requires exceptional technical competence. Full training will be given in the UK.

At the outset, the postholder will cover the whole of Germany but with a focus on defined areas where there is the highest concentration of dairy farms. Once the

postholder is established and has started to develop the business then an additional territory manager will be recruited.

3. The Postholder

We are seeking a vet for this position with some clinical experience or someone with a veterinary sciences or other biological sciences degree. He or she will enjoy learning, be inquisitive and have an affinity and professional interest in the dairy industry. The person will wish to combine his or her commercial interest and acumen with technical veterinary expertise. Most importantly, the postholder will need to be able to build trusting relationships with veterinary practices, and to enjoy meeting and helping people. The postholder should be prepared to travel and must be able to stay away from home when necessary.

4. Job Description

Detailed Responsibilities

1. To gain a thorough understanding of veterinary practices particularly those working in the dairy industry.
2. To research practices and draw up plans for developing business.
3. To present complicated technical information accurately to vets as part of the sales proposition and to respond to queries from vets.
4. To solicit the purchase and use of the Company's products by customers and prospective customers.
5. To run talks and training sessions for farmers and vets in partnership with veterinary practices.
6. To pass orders to the Company for fulfillment by the Company or by third parties.
7. To form and maintain close relationships with customers, prospective customers, opinion leaders and influencers. To become recognized as a source of expertise.
8. To maintain records on the company's database.
9. To use relevant sales data to develop targeted approaches to practices.
10. To maintain a good knowledge of the aspects of veterinary medicine relevant to the Company's products.
11. To manage the company's stand at congresses for farmers and vets as required.
12. Provide ideas for the marketing plan and contribute to setting sales targets for the territory.

13. To monitor and regularly advise the Company Directors of competitors' activities in the territory.
14. To make and execute an annual sales plan, which will be reviewed and revised quarterly, and which will include
 - sales objectives for major customers
 - sales-call objectives
 - call frequencies
 - itineraries.
15. Regularly to review sales performance, identify variances from budget and explain them to the European Manager.
16. To provide an after-sales service to customers, in particular, repairing equipment which has become damaged or broken.
17. To investigate and record complaints, respond to them in accordance with the Company's standard procedures and report them immediately to the Operations Manager.
18. To follow the Company's Standard Operating Procedures for Pharmacovigilance and quality management.
19. To undertake any other tasks as directed by the management of the company which are commensurate with this position.

July 2022